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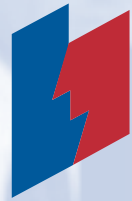
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# EMPLOYER *Update*



## 2001 Employer Survey *The Results are In!*

by Brad Maughan

The results are in. The Department of Workforce Services (DWS) has published the 2001 Employer Survey. In conducting the survey, questionnaires were mailed to 7,336 employers statewide. 1,036 employers responded yielding a statistically valid 16% response rate. The Central Region response rate was 15%. As in past years, a rating scale of 1 to 5 was used with the following significations:

1) Strongly Disagree, 2) Disagree, 3) Neutral, 4) Agree, 5) Strongly Agree. This year some of the base questions were modified in an attempt to better identify "quality applicant" barriers.

Overall, satisfaction scored 4.1 out of 5, as it has in the previous two years. Although this score has been flat for three years in a row, constant improvement is required as expectations increase in the employer community. Of particular significance, 52% of the respondents listed "word of mouth" as the way they heard about our services. "Telephone book" was second with 21%, "direct mailing" was third with 18%, followed closely by "newspaper" with 17%. Combining the prevalence of "word of mouth" advertising with the satisfaction score suggests a highly positive endorsement of our product and we thank you.

According to survey results, employers tended to agree that they understand the job order process, that it is easy to do business with DWS, that responses are quick, that it is easy to

*"The results seem to illustrate a very productive partnership between employers and DWS. We are constantly trying to improve. Although this survey provides an annual barometer of our success, we encourage all employers to talk to us, on a regular basis, to identify additional opportunities for this partnership."*

contact DWS employees, there is follow-up on job orders and the process is efficient. On the other hand, respondents were neutral regarding applicant quality. Most improved categories were responsiveness, follow-up, and understanding employer needs. Our biggest opportunity is matching applicant skills with required job qualifications.

In general, we are pleased with the survey results. Should there be interest in additional survey definition, please contact me or Kim Auberger, our Business Services Manager or any of our Business Consultants.



## Bob Gross Resigns from Workforce Services

Bob Gross, the Executive Director of the Utah Department of Workforce Services (DWS), resigned his position effective March 1, 2002. Bob has announced he will be a candidate for Utah's first congressional district seat vacated by the retiring Jim Hansen.

In a message to DWS employees, Bob said the decision was a difficult and painful one. "This has been an especially painful decision for me personally. Serving as the Executive Director of DWS has been, for me personally, a labor of love during the past six years (including the nearly five years of our actual operation). I have come to regard so many of you as deep and sincere personal friends. The thoughts of leaving you for a new personal endeavor have been very, very sad and difficult!"

Bob also said he leaves the department in capable hands. "I leave you with what I think and hope you agree, is an outstanding Senior Management Team. With the recent additions of Blaine Crawford as Deputy Director, John Nixon as Finance Director, Tani Downing as head of Adjudication, Kevin Beutler in Human Resources, Greg Gardner in Workforce Information Technology, Chris Love in Unemployment Insurance, and the promotion of Jim Finch as our other Deputy Director, we have strengthened and added to the other outstanding division heads and Regional Directors already in place. Our employee representatives on the Senior Management Team, both past and present, have offered remarkable leadership and employee input to the decisions that the SMT undertakes."

"May I wish each and every one of you the fondest of farewells! A part of my heart will always remain here with you and at DWS. I extend to each of you my best wishes and my best wishes for DWS. You and this department have been my labor of love. God bless you!"

## Announcement

Greg Gardner has been appointed by the Governor to serve as Interim Executive Director. Greg Gardner has been with the department since its inception and has many years of experience administering the state's employment and job training programs. He also has the knowledge necessary to keep the department moving forward until a new executive director is named. The selection process is expected to be completed by early April 2002.

## TrendLines Magazine Keeps You Up to Speed

By **Connie Blaine**  
**Workforce Information Coordinator**

**TrendLines** magazine, the newest labor market information product from Workforce Information, has made a big splash in just three issues. Employers, consumers and DWS employees are discovering this great source of economic news, written in plain English.

Our economists, and the guest writers who contribute feature articles to **TrendLines**, lend their expertise to help you make sense of these trying economic times. They condense and interpret the blizzard of economic data out there into easy-to-understand articles and graphs, so you don't have to be an economist to stay well-informed on the economy.

**TrendLines'** articles are short and to the point, offering the most essential news about the local, state and national economies. Most items also link to websites that provide additional information for those wanting to know more about the topic.

The bi-monthly **TrendLines** magazine is usually posted on the Web at least two weeks sooner than it is available in print. Click on "Economic Information," from the DWS home page ([jobs.utah.gov](http://jobs.utah.gov)). There you will also find "**TrendLines Extra**" - a weekly bulletin (updated each Monday) on economic news between regular **TrendLines** issues.

Never miss an issue! Subscribe to **TrendLines**, either in print, or electronically. Contact Workforce Information at (801) 526-9786. Become a regular reader of both **TrendLines** and **TrendLines Extra**, and you'll astonish others with your economic knowledge!

Smart business people know where to find the latest, most accurate information available about economic trends, the labor market, cost of living and industry trends. There's county-level economic information too, and it's all free and up-to-date on the DWS Economic Information web site: [jobs.utah.gov](http://jobs.utah.gov)

## DWS Partners with Salt Lake Organizing Committee's Games-Time Employment



Christian LaBarbera, Jessica Jones and Naomi Martindale

With the Olympics behind us, did you ever wonder how the Salt Lake Organizing Committee (SLOC) was able to find all those employees? First of all, they got an early start! On January 24, 2001, Christian LaBarbera, Manager of Contract and Temporary Staffing for the 2002 Winter Games, and Jessica Jones, Coordinator for Games-Time Employment, met with DWS management staff to discuss the services we could provide to assist SLOC with their Games-Time Employment. DWS agreed to provide job posting assistance, on-site recruitments and space at all DWS sponsored job fairs, interviewing space in Ogden, Provo and Salt Lake, and professional DWS interviewers to help with the initial pre-screening.

The sheer numbers (40,000+ volunteers and paid positions) required the help of many community-based organizations as well. SLOC also contracted with on-line recruiting resources and created a wonderful web-site where interested "employees" could apply from around the world!

This recruitment activity was a huge



Central Region Business Services Staff

undertaking for both DWS and SLOC personnel. Central Region DWS interviewers came primarily from the Midvale, South County and Business Services offices. These staff interviewed 7,500+ candidates over 44 different nights, clocking nearly 3,000 hours!

SLOC's Games-Time Employment Team held an appreciation dinner to honor all of those who assisted with this amazing recruitment activity. This event was hosted at the Rice-Eccles Stadium on Thursday, January 10th, 2002 (nearly one year after DWS became involved). All who played a role in this recruitment event were treated to a wonderful dinner, speeches by SLOC dignitaries, and individual recognition. A special recognition was presented to Naomi Martindale, for her role as the "DWS SLOC Account Manager." In addition to a crystal plaque, Naomi received a framed poster of a ski jumper, signed by SLOC President, Mitt Romney.

A heartfelt *THANKS* to each and every volunteer, and to the managers who allowed their staff to participate in this once in a lifetime opportunity!

## DWS Continues the Post Games Partnership –

The Department of Workforce Services continues its partnership with the Salt Lake Organizing Committee (SLOC) by demonstrating its unique service mix and agility by working in concert with SLOC in a reversal from its relationship in January 2001. Then, DWS assisted SLOC with recruitment, screening, interviewing and hiring.

Now, in February 2002, DWS is assisting ex-SLOC employees with their diverse needs since the Winter Games have come and gone.

When the curtain comes down after the Paralympics on March 16, 2002 there will have been 5,500 individuals seeking some level of service from the Department of Workforce Services.

Unemployment insurance, on-the-job-training, job search assistance, job placement, resume preparation, and, if needed, financial assistance. All of these services are available to SLOC alumni under one roof of a DWS Employment Center.

Upon receipt of their final paycheck SLOC workers will find an "Overview of Services" brochure from the department, and information on how to file for unemployment insurance. Those receiving checks by March 7 will be alerted of a DWS sponsored Job Fair featuring more than 50 employers and DWS staffers to explain department services.

The Utah Department of Workforce Services is truly "Utah's Job Connection." We've got you covered.



# KUDOS

## *Sherrill Chapman, DWS Business Consultant, Honored by ChamberWest*

On January 24, 2002, Sherrill Chapman was recognized by ChamberWest at the Utah State Chamber of Commerce Winter Conference as their "Citizen of the Year!"

In a letter to Kim Auberger, Manager of Department of Workforce Services' (DWS) Business Services Center, Mr. Alan Anderson, President/CEO of ChamberWest stated, "Sherrill is a very valuable employee who has continually supported her community throughout her life in various capacities." Anderson's recognition goes on to say, "Sherrill Chapman has been an active citizen in our community for many years. Sherrill has been involved in the Boy Scouts of America for 38 years serving on both the District and Council level. She currently coordinates the 11-year old scouts for the Great Salt Lake Council. She received the Silver Beaver award in 1988 for her dedicated service. Sherrill has been an employee of DWS and the State of Utah, for the past 21 years. We'd like to thank DWS for the vision and leadership they possess to allow employees like Sherrill to give a tremendous boost to our local community."



(left-right) Steve Densley, former President of the Utah State Chamber of Commerce; Harold G. Chapman; Sherrill Chapman; Alan Anderson, President of the ChamberWest Chamber of Commerce; Chris Dallin, President of the Utah State Chamber of Commerce

Sherrill became involved with ChamberWest in 1994 serving on several committees such as Ambassadors and Business Development. In 1996, she was elected to the Board of Directors and served as the Chair during 2000. She is a great asset for Taylorsville City and for ChamberWest.

The Department of Workforce Services would like to commend Sherrill on her most recent achievement as ChamberWest's "Citizen of the Year!"

## *How to Gain Customer Loyalty - Employer Seminar!*

Layton Construction, in conjunction with the Department of Workforce Services (DWS) and the Salt Lake Employer Committee (SLEC), invites you to our April seminar entitled, "**How to Gain Customer Loyalty During Uncertain Times.**" This fast-paced interactive seminar will help you to: discover the single greatest key to success in virtually any business; determine what motivates your customers; effectively determine your customers' level of satisfaction; learn strategies to get your entire team on board with the "customer loyalty" frame of mind; find productive things to do when times are slow that will encourage "customer loyalty"; and learn how to keep them coming back again and again and again.

Our presenter will be Ms. Kathleen Gage, President of Turning Point Personal and Professional Development. Our April seminar will be held on Wednesday, April 17th from 11:30 - 1:30 p.m. at Little America Hotel, 500 South Main Street, in Salt Lake City. The cost to register is \$25.00 per person and includes lunch and the 1-1/2 hour presentation. To register, please call 801-468-0097.

The SLEC is an organization comprised of local area employers, dedicated to working with DWS in order to improve upon the labor-exchange services offered, and assist employers and job seekers alike, in meeting their employment-related needs.



## EMPLOYER CONFERENCE

***“Economic Realities  
and the Workplace.”***

**4 April 2002**

**South Towne Expo Center  
9575 South State Street**

On Thursday, 4 April 2002, the Department of Workforce Services, along with several public and private sponsors, will host the fourth annual **Utah Employer Conference**. The purpose of the Utah Employer Conference is to provide businesses, both large and small, topical information as well as innovative solutions to the myriad of complex problems that surface on a daily basis. The theme this year is: “Economic Realities and the Workplace.”

The Utah Employer Conference will be held at the South Towne Exposition Center in Sandy. The Governor has been invited to address the attendees and comment on the state of the state and its economy. Also, the Department of Workforce Services will release its much sought after Utah wage data. And, the most family-friendly employers will be announced and recognized for the fourth annual Work/Life Awards.

The keynote speaker will be nationally renowned economics and business writer and contributing editor of *Newsweek*, **Rich Thomas**. Mr. Thomas has written and contributed to scores of cover stories on economic developments in the U.S. and abroad.

Topics covered this year during the breakout sessions may include the following:

- Cultural integration and the bottom line
- Economic forecast
- Effective mediation
- Employment law update
- Women in the workplace
- Work/Life practices
- Workplace realities
- UWORKS unveiled
- ... and more!

The price to attend the Utah Employer Conference is \$65.00 per person. For information, or to register with your MasterCard or Visa, call (888) 920-WORK (9675).

## New Web Features Coming for UI Employers

Be on the lookout for your April issue of the *Employer Advisor* newsletter featuring exciting new web capabilities for Utah's UI tax paying employers. The *Employer Advisor* will be enclosed with your quarterly report forms.

## KUDOS

**To Cathy Carey and Tracy Harris-Belnap:**

*“Thank you very much for providing such powerful classes for us. I feel charged up to tackle my life during this depressing time of unemployment. I also appreciate the Utah Department of Workforce Services for providing these fantastic, informative classes.”*

**Yuri Bennett**

**About Gerald Gappmayer:**

*“I just wanted to praise your workers in the Blanding office. I am a single mother with three children. I went in to your offices there in Blanding expecting to get the run around. I was surprised with the respectful and courteous assistance given to me by the case worker. I was very grateful for the help he gave me, if all your workers are like him, you have a great staff.”*

**unsigned**

**About Jackie Christiansen:**

*“[She] really cares about me and she really helped me realize that I was somebody, and not just another case number, by demonstrating her memorable compassion towards me. I really can't put into words my gratitude and appreciation towards her. She really cares about her clients.”*

**unsigned**

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## Events Calendar and Important Phone Numbers

### April 2002:

- 3rd - SLEC Meeting
- 4th - Utah Employer Conference, So. Towne Business Expo
- 11th - Sandy City Job Fair, Sandy City Hall
- 17th - SLEC Seminar, Little America Hotel
- 25th - Veterans Job Fair, Downtown E.C.

### May 2002:

- 8th - Better Your Business Workshop
- 8th-10th - Salt Lake Chamber, Business to Business Expo
- 23rd - Youth Job Fair, Metro E.C.
- 27th - Memorial Day Holiday

### June 2002:

- 5th - SLEC Meeting
- 12th - West Jordan City Job Fair, West Jordan City Offices
- 29th - SLEC Seminar, Little America Hotel

For Additional Information Regarding Upcoming Events,  
visit our web site: [jobs.utah.gov](http://jobs.utah.gov)

### Important Phone Numbers:

Business Services Line:	801-468-0097
Child Care Outreach:	801-526-4342
Contributions:	801-526-9235
Labor Market Info:	801-526-9340
New Hire Reporting:	801-526-4361
Rapid Response:	801-526-4312
UI Benefit/Tax Info.:	800-222-2857
DOL Wage/Hour Div.:	801-524-5706
Utah Labor Commission:	801-530-6801
Workforce Council:	801-468-0095
WOTC Tax Credit:	801-526-9484

### Business Consultants:

Connie Carter, Midvale EC	801-567-3940
Sherrill Chapman, Downtown EC	801-524-9272
Gregory Dockery, Metro EC	801-536-7173
Karen Curinga, South County EC	801-269-4762
Trina Griffith, Tooele EC	435-833-7327